

# Career Technical Education (CTE)

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## Marketing Pathway

### **Business and Marketing Explorations**

Description: This course is designed as an exploration of the business career pathways. Students will get an introduction to business careers so that they can better assess which pathway to pursue. In this course students explore basic concepts in the broad areas of business and marketing, as well as career options in each area. Students study the concepts of marketing, financial management, and human resource management, in addition to other common business-related functions. Students' complete projects to develop a deeper understanding of the roles these business functions play.

Pre-Requisites: None

Semester Offering: Semester 1 & 2

### **Entrepreneurship 1**

Description: This is a two-part Project Based Learning course and an introduction into business. This course is designed for students who are interested in starting a new business, helping existing organizations to develop new business opportunities, or creating positive social impact through the development of a non-profit. The purpose of these courses is to prepare students to launch a small business venture. In Entrepreneurship 1 students will explore what makes up a good business idea, discover if the business idea is feasible, and how to develop a marketing plan for the business. In Entrepreneurship 2, students will build on the business concepts they learned in our first course.

Students will discover ways to obtain the money needed to start or expand their business, attract investors, determine the best location for the business and how to recruit skilled workers for their business to be successful.

Pre-Requisites: Business & Marketing Explorations with a C, 11<sup>th</sup>

& 12<sup>th</sup> grade Semester Offering: Semester 1

### **Entrepreneurship 2**

Description: This is a two-part Project Based Learning course and an introduction into business. This course is designed for students who are interested in starting a new business, helping existing organizations to develop new business opportunities, or creating positive social impact through the development of a non-profit. The purpose of

these courses is to prepare students to launch a small business venture. In Entrepreneurship 1 students will explore what makes up a good business idea, discover if the business idea is feasible, and how to develop a marketing plan for the business. In Entrepreneurship 2, students will build on the business concepts they learned in our first course.

Students will discover ways to obtain the money needed to start or expand their business, attract investors, determine the best location for the business and how to recruit skilled workers for their business to be successful.

Pre-Requisites: Pass Business & Marketing Explorations and Entrepreneurship 1 with a C, 11<sup>th</sup> & 12<sup>th</sup> grade

Semester Offering: Semester 2

## **Marketing 1**

Description: This course is a Project Based Learning course (PBL). Students find out what it takes to market a product or service in today's fast-paced business environment. They learn the fundamentals of marketing using real-world business examples. They learn about buyer behavior, marketing research principles, demand analysis, distribution, financing, pricing, and product management.

Pre-Requisites: Business and Marketing

Explorations Semester Offering: Semester 1

## **Marketing 2**

Description: This course is a Project-Based Learning course (PBL). Students build on the skills and concepts learned in Marketing 1 to develop a basic understanding of marketing principles and techniques. The course encourages students to think like an entrepreneur and begin preparing for a career in business and marketing. By the end of the course, students will be prepared to start a small business venture.

Pre-Requisites: Marketing 1

Semester Offering: Semester 2

## **Professional Sales and Advertisement**

Description: What comes to mind when you think of marketing? Does a favorite commercial jingle begin to play in your head? Or do you recall the irritating phone call from a company trying to sell you software you already have? No matter what your

feelings are about it, there's no denying the sheer magnitude of the marketing industry. Every year companies spend \$200 billion promoting their products and services—and that's in the United States alone! Experts estimate that by the time you turn 65, you will have seen nearly 2 million TV commercials, not to mention radio ads, billboards, and online advertisements. You're familiar with what it's like on the receiving end of a company's marketing efforts, but what's it like on the other side? In this Advertising and Sales Promotions course, you'll learn how marketing campaigns, ads, and commercials are conceived and brought to life. You'll meet some of the creative men and women who produce those memorable ads and commercials. And you'll discover career opportunities in the field to help you decide if a job in this exciting, fast-paced industry is in your future!

Pre-Requisites: None

Semester Offering:

Semester 1

### **Natural Resources Pathway**

#### **Wildlife and Natural Resource Management I (WNRM1)**

Description: The course provides students with the history and administration of natural resources, as well as broader concepts that impact everyone, including conservation, endangered species, and human impacts on wildlife. The WNRM1 course helps students understand the role of wildlife managers and how a better understanding of the natural world can prepare them for success.

Pre-Requisites:

Semester Offering: Semester 1

#### **Wildlife and Natural Resource Management 2 (WNRM2)**

Description: This course explores wildlife, fisheries, and natural resource management in today's world. In WNRM2, students will focus on how to identify species native to the U.S., including wild animals in their habitats. This course offers students the opportunity to learn skills and qualifications needed to be successful in a Natural Resources-related career.

Pre-Requisites:

Semester Offering: Semester 2